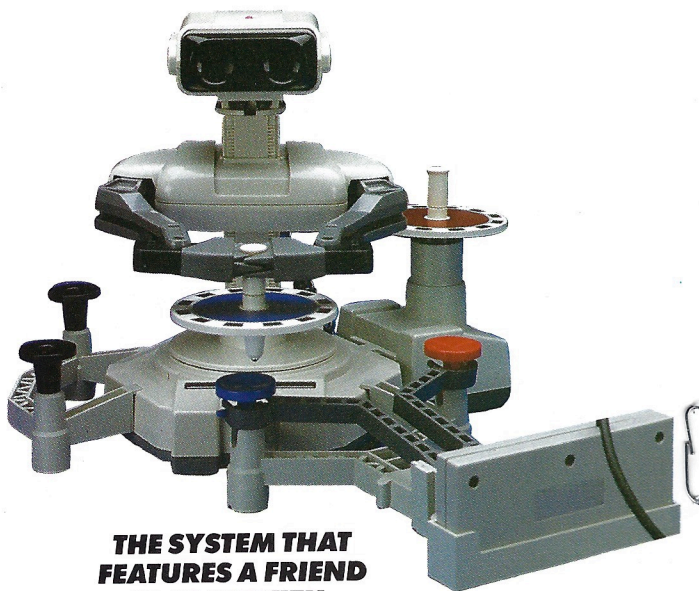


**WE'RE CHANGING
THE FACE OF
HOME
ENTERTAINMENT.**





THE SYSTEM THAT FEATURES A FRIEND TO PLAY WITH.

When you buy our entertainment system you can also get a buddy to play with. His name is R.O.B. (Robotic Operating Buddy).

He's your teammate. Send him signals by way of the TV screen and he will obey your every command. Together you can tackle the video challenge at hand. It's the first opportunity to experience video action in a whole new dimension, in a whole new place — off the screen.



THE LIGHT GUN THAT'S LOADED WITH THRILLS.

Through our breakthrough light sensing technology, we've created an exclusive light gun. The Zapper. Never before has there been a video gun of this caliber.

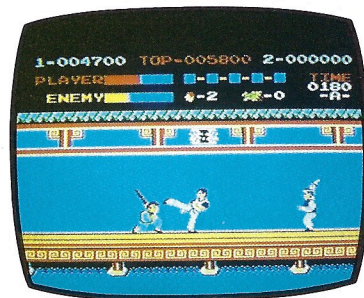
For fast paced game playing, it's heavy artillery. To use it, you have to be a very sharp sharpshooter. In fact, you must possess pin-point accuracy to hit your target, whether you're shooting at ducks or gangsters.

But hit or miss, The Zapper is always loaded with thrills.

NOW THE EYES HAVE IT. SUPERIOR GRAPHICS.

Everybody promised you arcade graphics. We deliver. Nintendo graphics are perfectly equal to arcade graphics. Instead of seeing 16 colors on the screen, The Nintendo System offers an astounding 52 colors, an enhancement that results in brilliant tone refinements, realistic 3-D images, convincing depth of field and actual shadows.

So when you play a Nintendo game, get ready to do some incredible sightseeing.



KUNG FU

GAMES, GAMES, GAMES, AND MORE GAMES.

Our game plan is to supply you with as many arresting games as possible. Then we'll supply you with even more games.

We already have an extensive library of games — with more games on the way. Choose from our authentic Sports Series, high flying Action Series, R.O.B. The Robot Series, Light Gun Series. There's even our revolutionary Programmable Series that lets you program games yourself, by varying obstacles and changing the sequence of events. So a game is never played the same way twice. In all, it's more than games, it's a variety of incredible series to choose from.



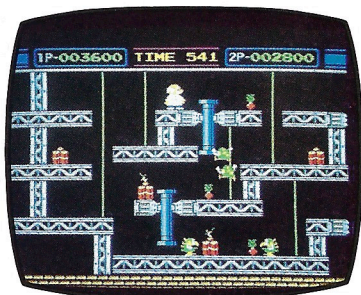
YOU'LL USE IT NOW. YOU'LL USE IT LATER. YOU'LL USE IT MUCH LATER.

We've spent a lot of time and research developing a system that would last for years. That's why we'll constantly be creating new components and new games to keep the thrill of the Nintendo Entertainment System growing.

And that's also why, as years go by, you'll be as wide-eyed about the System as you were the day you bought it.

You can purchase the Nintendo Entertainment System as a *Deluxe Set*, or buy the components separately — R.O.B. The Robot, Zapper Light Gun, or Control Deck with controllers. Plus, the Control Deck comes with a Super Mario Bros. Game Pak *absolutely free!* It's the most spellbinding adventure ever created!

THE SIGHTS. THE SOUND. THE ACTION. IT'S ALL PART OF NINTENDO'S EVER-EXPANDING LIBRARY OF ACTION-PACKED GAME PAKS.



GYROMITE
(included in Deluxe Set)

ROBOT SERIES

The action comes off the screen when R.O.B. becomes your playing partner.

Gyromite™
Stack-up™



DUCK HUNT
(included in Deluxe Set)

LIGHT GUN SERIES

Take aim, fire and score! With Light Gun Game Paks that are light years ahead of anything you've ever played.

Duck Hunt™
Gumshoe™
Hogan's Alley™
Wild Gunman™



EXCITEBIKE

PROGRAMMABLE SERIES

For once, you can design a game so it's never the same game twice.

Excitebike™
Mach Rider™
Wrecking Crew™



GOLF

SPORTS SERIES

You'd have to play on a course, a diamond or a field to play games more realistic.

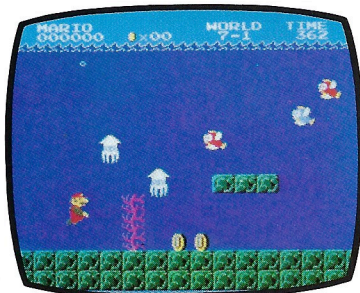
Golf
Baseball
Soccer
Tennis
10-Yard Fight

© Irem Corp. 1983, 1985

ACTION SERIES

Here's game pak action that doesn't stop until you do.

Super Mario Bros.™
Balloon Fight™
Clu Clu Land™
Ice Climber™
Kung Fu
© Irem Corp. 1984
Pinball
Urban Champion™



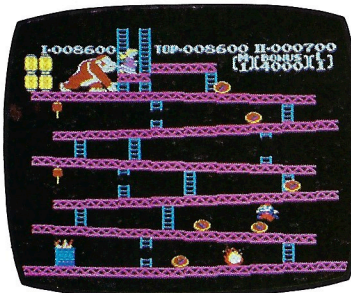
SUPER MARIO BROS.
(included with Control Deck)

ARCADE CLASSICS SERIES

Now you can play the most popular arcade games right at home.

Donkey Kong®
Donkey Kong Jr.®
Donkey Kong 3®
Mario Bros.®
Popeye

© 1982 King Features
Syndicate, Inc.

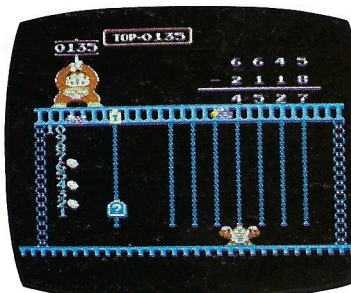


DONKEY KONG

EDUCATION SERIES

Learning is fun when you make a game of it.

Donkey Kong
Jr. Math™



DONKEY KONG JR. MATH

AND MORE GAMES ON THE WAY!

This is just a sampling of the Game Paks available through your Nintendo dealer. There's an even wider selection of Game Paks scheduled to be released during the coming year. All of them guaranteed to challenge and entertain the entire family.

YOU'VE GOT OUR GUARANTEE ON IT.

Behind every Nintendo Game Pak and accessory there's our Quality Seal guarantee. Look for it. It represents Nintendo's commitment to bringing you only the highest quality products. Items not carrying this

seal have not been approved by Nintendo, and are not guaranteed to meet our standards of excellence in workmanship, reliability, and most of all, entertainment value.

For more information, talk to your authorized Nintendo dealer. He'll be happy to tell you all about the Video System that's changing the face of home entertainment.



ENTERTAINMENT SYSTEM

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